Mission: The mission of the Utah Cooperative Marketing Program is to leverage state and co-op partner funding to attract out-of-state visitors to increase tourism expenditures.

Timeline:

1. Revised Application - January 2006
2. 1st Cycle – 10/1/05 through 12/1/05 - $1 million was approved for distribution by the board. See the press releases regarding the approved projects of the first and second rounds of the 1st Cycle.
3. 2nd Cycle - April 7, 2006 - $1 million available
4. Applications are physically due at the Utah Office of Tourism (UOT) no later than 4:00 pm on the deadline date. No faxed or e-mailed applications will be accepted. Applicants are encouraged to submit applications early, as this will allow staff more time to review the applications and notify applicants of incomplete applications. Applications that are incomplete after the deadline will not be considered for funding. Staff review will occur after applications are received.
5. Applicants may be asked to participate in an oral interview before the Co-op Committee on May 16 & 17th in Ogden at the Marriott Hotel. Note that the Utah Tourism Conference will be held at the Ogden Marriott Hotel May 17-19, 2006.
6. The Co-op Committee will review and score the qualified applications and will make its funding recommendations to the UOT Board which generally convenes on the first Friday of each month.

Who may apply?

1. Cities, counties, non-profit destination marketing organizations (DMO's), and similar public entities (as outlined in the legislation)
2. Applicant must be established as a non-profit for a minimum of one year
3. If an applicant chooses to submit a joint application, the applicant's partner must also be a qualified non-profit DMO or similar public entity

Eligibility requirements:

- Non-profit organizations that have been in existence for a minimum of one year, in which the primary goal is to attract and retain additional visitors for Utah through tourism promotion.
- DMO's: Destination Marketing Organizations, such as Chambers, Convention and Visitors Bureaus and Regional Tourism Organizations.
- PSO's: Public Sector Organizations, such as Events, Festivals, Associations, Attractions, Recreation and Entertainment Venues.
- Organizations exempted from Federal Income Tax under Section 501 of the Internal Revenue Code.
- Applicants may not use the 501 (c) status of another entity or their out-of-state parent organization.
- No qualified entity may serve as a fiscal agent for a non-qualified entity.
- Applicants must notify the state of additional government spending used in the project. The budget to complete the project must be included.
- Joint applications are encouraged. Partnerships between tourism entities will be given greater consideration. When submitting a joint application, one organization must be the lead organization for the application. Please list the names of the other partners on the application.

Application Review Process:

1. Applicants submits 15 copies (3-whole punched) to the UOT by deadline listed above.
2. Staff reviews applications for compatibility with the marketing guidelines; judges whether the committee can review the applications on the same day as the board meeting or if a longer meeting on a different day will be required due to a high number of applications. Staff determines whether the agreement needs to be a Memorandum of Understanding (MOU) or a State contract (according to State of Utah Policies and Procedures). Contracts will be required for the following: 1) First time event regardless of the entity 2) Entities in business less than three years, and 3) at the discretion of the board. Staff will review and determine the level of funding for applications requesting between $1,000 and $2,500.
3. Co-op Committee will review and score the qualified applications and will make its funding recommendations to the UOT Board which generally convenes on the first Friday of each month.
4. UOT Board will consider the Co-op Committee's recommendations.

- There is no guarantee that all applicants will be awarded funds. Even though a project may qualify, limited funds may not allow all projects to receive assistance. Any and all decisions regarding awarding funds are at the discretion of the Co-op Committee, Board of Tourism Development, and the Utah Office of Tourism (UOT).
- The Co-op Committee reserves the right to adjust funding parameters in accordance with the number of proposals received and available funds.
- Greater consideration will be given to joint projects and to projects that demonstrate the highest potential for economic impact from out-of-state visitors.
- For event applications, applicant should demonstrate the ability to execute the event with or without financial assistance from the Co-op Program.

Scoring / Ranking
An objective review to score each application will be based on the following point system scale:

Thoroughness – 5 points
- Application responses clear and complete – 5

Project Design – 40 points
- Clearly defined goals and objectives that are realistic – 10
- The ability to service out-of-state visitors – 5
- Integrated marketing plan, strategic plan or other cooperative marketing plan – 10
- Ability to attract and/or target new markets – 15

Accountability/Economic Impact – 55 points
- Reliable tracking mechanism – 10
- Expected revenue and positive economic impact generated – 25
- Reasonable cost/benefit ratio – 15
- Benefit to the community – 5

Bonus Points – 15 points
- Joint application with other qualified entities – 5
- Projects aimed at attracting more out-of-state visitors during the shoulder seasons – 5
- Counties in areas of the state that are in the greatest need of financial assistance – 5

Scoring Parameters
- Projects must receive no less than a score of 75 or higher to be eligible for funding. Those who score lower than 75 will not receive funding.
- Preference will be given to new markets and new products.

For how much money can they apply?

1. $100,000 per project and total of $250,000 per entity per funding cycle (or more if approved by the board). No application will be considered below $1,000.
2. Cash only - In-kind gifts will be acknowledged, but are not eligible to be considered as part of the match. Only cash applications will be matched by UOT.
3. State mention / tags / logo must be used in marketing materials and must be approved by the UOT (to be determined).
4. All projects must utilize the state brand and have a call to action. Projects must be submitted to the UOT office for approval prior to publication. Please allow a minimum of five (5) working days for approval.
5. UOT will match up to 50%.

For what types of projects may they apply? (Assume all projects must go out-of-state and be directed at out-of-state visitors)

1. Print – Newspaper / Flyer / Direct Mail
2. Electronic – TV / Radio
3. Publications – Magazines / Guides (as approved by committee)
4. Trade Shows – Travel Trade (Guidelines regarding trade shows are to be determined)
5. Out-of-home / Billboard / Non-traditional / Sponsorships
6. Web / Internet / Technology – Pay Per Click / E-mail
7. Collateral – brochures / DVDs / CDs - with no postage being paid for operations, postage paid only for new market reach
8. Conventions
9. Consumer Shows – new / expanded reach – booth / registration

- It is the intent of the Co-Op Committee to attract new visitors in new out-of-state markets

Ineligible Projects:

- Administrative costs (i.e. – salaries, travel, food, beverages, lodging, and entertainment for personal and/or volunteers of organization, or gifts)
- Tangible personal property (i.e. – office furnishings or equipment, permanent collection of individual pieces of art, etc.)
- Interest, reduction of deficits or loans.
- Scholarships, endowments or cash awards of any description.
- Direct funding to acquire, construct, extend or maintain a facility.
- Activities or materials which violate State or Federal laws.

Payment and Reporting:

1. Reporting results – How soon must applicants report their results following the completion of the project?

- Applicants must submit a written progress report within 90 days of completion of the project, event, activity, season, etc.

2. How long can they have funds?

- Usage times: 18 months

3. How will payment be made?

- Partial – 50% up front and 50% upon completion as follows:

- 50% of the amount for which your application was approved upon the Utah Office of Tourism receiving a signed MOU or Contract along with an invoice for said amount.

- The remaining 50% of funds will be issued upon the Utah Office of Tourism receiving a written progress report within 90 days of the completion of the project along with an invoice.

Send all 15 copies of your completed application to:

David Williams
Utah Office of Tourism Cooperative Mktg. Program
Council Hall/Capitol Hill
300 North State Street
Salt Lake City, UT 84114